



HomeAway and Chicken Soup for the Soul Entertainment to premiere new daytime series “Vacation Rental Potential,” December 9 on A&E Network

AUSTIN, Texas, November 28, 2017 – HomeAway®, the world leader in vacation rentals, is teaming up with Chicken Soup for the Soul Entertainment, Inc. (Nasdaq: CSSE) and A+E Networks on a new daytime nonfiction television series called “Vacation Rental Potential,” premiering Saturday, December 9 at 11 a.m. EST/PST on A&E Network.

“Vacation Rental Potential” will show audiences that the dream of vacation home ownership is within reach with help of rental income. From the slopes of Park City, UT to the beaches of Myrtle Beach, SC; the series visits ten popular vacation destinations across the U.S. to help buyers find the right property and show them how to maximize their vacation rental potential by listing the property on HomeAway.com®.

“Vacation rentals are the fastest growing category in the entire travel industry,” said Kristen Nolte, HomeAway senior vice president of brand and integrated marketing. “More and more people each year love staying in these incredible homes, and the show demonstrates how the dream of owning a vacation home is possible by making money renting to travelers.”

In each episode, series host Holly Baker, a vacation rental home and renovation expert, will work with the buyers to weigh price, location and design preferences to select the property of their dreams. Together, with the advice of veteran HomeAway vacation rental owners and managers, the team will collaborate to devise and execute the perfect plan to attract vacation travelers. In addition, buyers will have access to proprietary HomeAway data, so they can compare the earning potential of the home they’re considering buying to other vacation rentals in the area.

“We’ve wanted to create a show about vacation rentals because of the industry’s meteoric growth in popularity in recent years,” said Michael Winter, Chicken Soup for the Soul Entertainment senior vice president of programming. “‘Vacation Rental Potential’ combines the loves of house hunting and vacation daydreaming, along with walking viewers through how to make their dreams of vacation home ownerships come true.”

The first episode features the Schneider family seeking a future retirement home on the Jersey Shore, which they can enjoy now with their four sons and rent to travelers to pay the mortgage. The Schneiders tour three properties and use [HomeAway’s Earn tool](#), which provides an analysis of a property’s vacation rental potential, to make their final choice.

Viewers will gain an understanding of the financial opportunity that renting a vacation home provides—for instance, the average HomeAway.com vacation rental property grosses approximately \$30,000 per year in rental income, enabling rental owners to pay down much of their mortgage through renting¹.

A unique feature of “Vacation Rental Potential” is that viewers will have the opportunity to stay in the actual properties featured on the show, because at the conclusion of each episode, the owners begin renting the property to travelers on HomeAway.com.

“Vacation Rental Potential is the perfect combination of informative and entertaining storytelling,” Christian Murphy, A+E Networks senior vice president daytime & programming partnerships. “We are thrilled to be working with HomeAway and Chicken Soup for the Soul on this new series which provides viewers with actionable knowledge of a rising trend in real estate and inspiration for those of us planning our next vacation.”

“Vacation Rental Potential” premieres Saturday, December 9 at 11 a.m. EST/PST on A&E Network. For more information on the show, visit: www.homeaway.com/vrp.

To see a trailer of “Vacation Rental Potential” and see full episodes of the show after the December 9 premiere, visit: www.aetv.com/shows/vacation-rental-potential.

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About HomeAway

HomeAway, based in Austin, Texas, is the world’s leading online marketplace for the vacation rental industry with sites representing more than two million unique places to stay in 190 countries, and is a part of the Expedia family of brands. For more information about HomeAway, please visit www.homeaway.com.

About A+E Networks

A+E Networks® is an award-winning, global media content company offering consumers a diverse communications environment ranging from linear channels to websites, gaming, watch apps and educational software. A+E Networks is comprised of A&E®, Lifetime®, HISTORY®, Lifetime Movies, FYI™ and VICELAND® as well as its own long-form production division A+E Studios™; film division, A&E IndieFilms®; A+E Networks Digital®; digital storytelling hub, 45th & Dean™; strategic investment division, A+E Ventures™; and A+E Networks Consumer Products™. A+E Networks’ channels and branded programming reach more than 335 million households in over 200 territories. A+E Networks is a joint

venture of Disney-ABC Television Group and Hearst. Follow us on Twitter at twitter.com/aenetworks and Facebook at facebook.com/AENetworks

About Chicken Soup for the Soul Entertainment

Chicken Soup for the Soul Entertainment, Inc. is a fast-growing provider of positive and entertaining video content that brings out the best of the human spirit. The company is aggressively growing its business through a combination of organic growth, licensing and distribution arrangements, acquisitions, and strategic relationships. Chicken Soup for the Soul Entertainment is also expanding its partnerships with sponsors, television networks and independent producers. The company will make its video content available to consumers globally through television and online networks, including its online affiliate APlus.com. The company is a subsidiary of Chicken Soup for the Soul, LLC.

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ⁱ HomeAway.com owners survey data, June 2017